

"Blue Monday" gone—after 4000 years!

Today for the first time in 4000 years, women need not fear washday.

A wonderful new way of washing—just soaking and rinsing—is replacing all the exhausting methods used for centuries



1. Egyptian women—4000 years ago—held their clothes in the running water of the Nile and stamped on them with their feet! Beat them with sticks! Pounded them with sticks and stones! Anything to get them clean!



2. Later, women took to using crude washboards. They knelt on platforms that jutted out from the shore, and slapped and pounded their clothes against a wooden board with rough grooves in it. Your own washboard may be smoother, but it's the same rub-rub.



3. Finally, one desperate little housewife made the first soap out of lye and kitchen grease. This crude kind of soap did hasten the washing some—but it ate terrible holes in the clothes!



4. And here we are, down in the 20th century, with lots of women still using the same old "elbow-grease" methods. With a cake of soap and a washing-board, rubbing away, just as your great-great - great - grand-mother did! Rubbing the clothes clean by sheer force!

YOUR boiler and washboard way of washing is really just the old river and rock method brought inside the house—only the water is hot instead of cold.

Washing today, by rubbing and boiling clothes, is practically as much drudgery as the crude method of washing used by Egyptian women on the Nile, 4000 years ago. One day out of seven, you go through that exhausting, endless rubbing and scrubbing to get clothes clean.

But all that comes to an end right now! You can store the old-fashioned boiler and washboard in the farthest corner of the attic and forget them from now on.

The wonderful new way to wash No hard rubbing—no boiling

Rinso is the wonderful new soap in granules—for all plain washing. It is as wonderful for the family washing as Lux is for delicate things. The Rinso granules, dissolved first in a little water, stir up into a soapy, bubbly tubful. You soak the clothes overnight, or for three hours in the morning. Then you rinse. That's all you do!

Rinso is so pure and so high in actual soap value that it "jells." That is why it loosens the dirt without hard rubbing or boiling. **Your clothes are as safe in the pure Rinso suds as in plain water.**

Only very soiled parts, cuffs, bands and the like, may need a little light rubbing between the hands. You need never boil, unless you wish to do so occasionally—to sterilize them.

All through by nine in the morning

You save all those weary hours of rubbing over the washboard. You save the time and fuss of boiling the clothes every washday.

A few rinsings—a slight rubbing of bad spots between the hands—and your clothes are all ready for the line as early as nine in the morning. Snowy-white, exquisitely clean—just by soaking and rinsing!

Yet there is nothing in Rinso to injure fabrics—nothing to destroy colors. In fact, the Rinso granules are made of finer quality ingredients than were ever used before for the family washing.



Pick out the things that used to make washday the hardest—the men's shirts, the children's rompers, your aprons, the hand towels that get so terribly grimy. Just soak them overnight in the pure Rinso suds, and in the morning you can actually just rinse the dirt out.

Rinso is not a washing powder

At first glance, the fine granules of Rinso look to you much like the ordinary washing powder. But make this test. Use a heaping teaspoonful each of Rinso and of ordinary washing powder to a glass of boiling water. After a few hours, this is what happens—



"WASHING POWDER"
—high in harsh chemicals
—low in soap
it pours out



RINSO
—absolutely harmless
—rich in soap
it "jells"

You can see from this test why Rinso gets your clothes clean just by soaking. It is so rich in soap—so high in cleansing value that it simply loosens and dissolves all the dirt in the fabric. It is so cleansing in itself that you do not need cake soap or washing powder at all. And it saves your clothes from constant rubbing over the hard metal washboard—from strong washing powders that "eat" the fabric. **Soaking overnight in the pure Rinso suds is so much easier on your clothes that they actually last twice as long!**

Wash your clothes the modern way the very next time. One package of Rinso will have the laundry for the whole family fresh and clean and on the line by 9 o'clock.

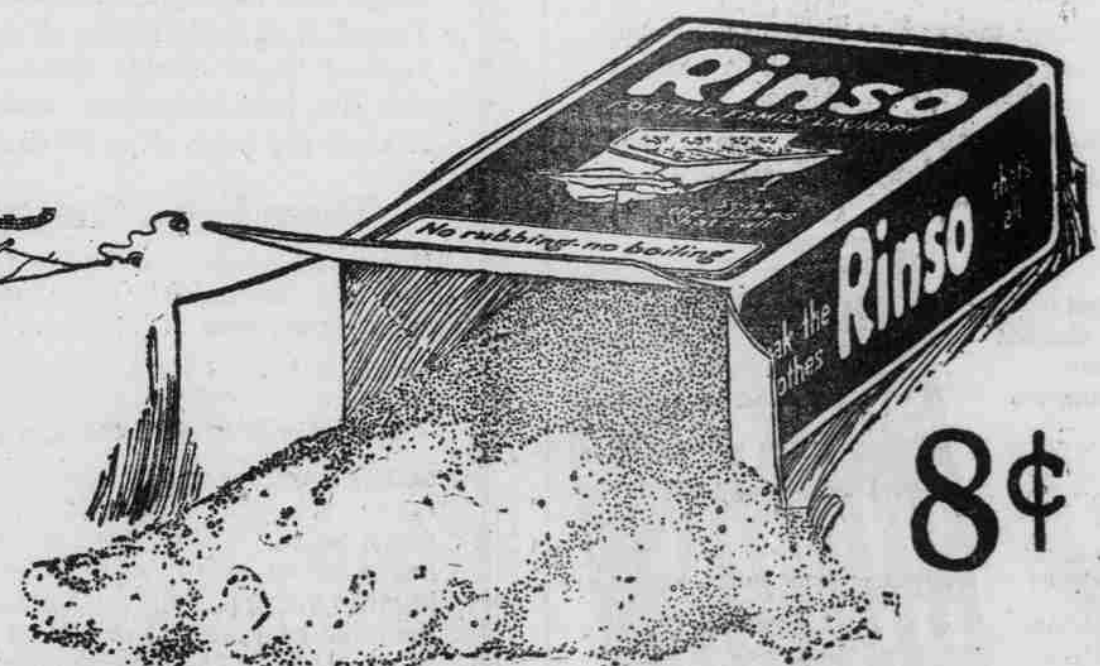
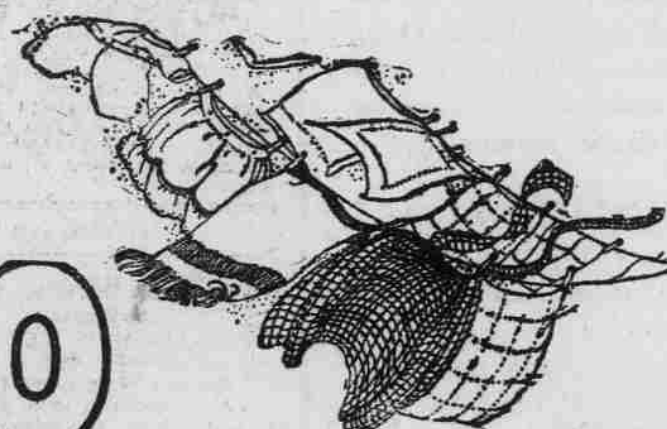
Get Rinso today from your grocer and just follow the easy directions on the back of the package. Lever Bros. Co., Cambridge, Mass.

5. "Blue Monday" comes to an end right now! With the very easiest, very newest way of washing clothes—you just soak them and rinse them—that's all!

Made by the
makers of Lux

Rinso

The new form of soap
for the family washing



8¢